

## Message Text

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ACTION EUR-06

INFO OCT-01 ISO-00 EB-05 RSC-01 DRC-01 /014 W

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R 260640Z MAR 74

FM AMEMBASSY SOFIA

TO SECSTATE WASHDC 7754

USDOC WASHDC

JUEHIA/USIA WASHDC 954

INFO AMEMBASSY VIENNA

UNCLAS SOFIA 0417

E.O. 11652: N/A

TAGS: BEXP BU

SUBJECT: PARTICIPATION PLOVDIV FAIR

VIENNA FOR EWTC AND REX

DOC/BEWT FOR RICE

STATE/EUR/EE FOR SEGALL

USIA/IEE FOR GALLOWAY

REF: A. BURSSELS 1522; B. BURSSELS 1553; C. LONDON 03163;

D. FRANKFURT 1662; E. SOFIA 0400; F. STATE 058644; G. USDOC

4409; H. MILAN 357

1. FOLLOWING IS WRAP-UP OF FISCHER'S RECRUITMENT EFFORTS  
WITH US SUBSIDIARIES BASED IN EUROPE. IN GENERAL, MOST  
CORPORATIONS EXPRESSED STRONG INTEREST IN PLOVDIV  
EXHIBITION AND PROMISED TO MAKE POSITIVE RECOMMENDATIONS  
ON PARTICIPATION TO HOME OFFICES IN US WHERE SUCH DECISIONS  
ARE MADE. MANY FIRMS, HOWEVER, WERE QUICK TO POINT OUT  
THAT PRESENT MARKET IS DEFINITELY SELLER'S IN WHICH THEY  
HAVE ENOUGH DIFFICULTY MEETING DEMAND WITHOUT OPENING LARGE  
CAMPAIGN TO DEVELOP NEW MARKETS IN EAST EUROPE.

2. FOLLOWING COMPANIES HAVE NOW GIVEN ORAL OR WRITTEN  
COMMITMENT TO PARTICIPATE:

A. HESSTON CORPORATION WANTS MINIMUM 100 SQUARE METERS

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EXTERIOR SPACE IN WHICH TO DISPLAY STARK HAY EQUIPMENT

SERIES 60 AND "QUEEN" MODEL BALER.

B. STAUFFER CHEMICALS WANTS SUFFICIENT SPACE (ESTIMATED 20 SQUER METERS) TO DISPLAY MULTI-IMAGE SHOW ON US AGRICULTURE.

C. WORLD WIDE Sires WANTS SMALL INTERIOR BOOTH (12-15 METERS).

D. JOHN DEERE WANTS 140 SQUARE METERS FOR DISPLAY OF TRACTORS AND FORAGE EQUIPMENT.

E. FMC CORPORATION (AGRICULTURE DEVELOPMENT DIVISION) HAS AGREED TO PARTICIPATE IN CONJUNCTION WITH PLOVIDV PROJECT. SOME EQUIPMENT TO BE A PAVILION, OTHERS DISPLAYED AT STATE FARM NEARBY.

3. FOLLOWING COMPANIES VERY INTERESTED BUT REFERRED FISCHER TO US OFFICES FOR FINAL DECISON:

A. FARMHAND (HOPKINS, MINNESOTA) WOULD LIKE 50-75 METERS FOR DISPLAY OF DRILL, GRINDING AND BALING MACHINES (REFTEL C).

B. INTERNATIONAL-HARVESTER. MR. MACMINAMON, VICE PRESIDENT SPECIAL OPERATIONS, CHICAGO, WILL MAKE DECISION. INTERNATIONL-HARVESTER IN EUROPE WILL MAKE POSTIVE RECOMMENDATION. (REFTEL A).

C. CHISHOLM-RYDER, NIAGRA FALLS, NY. (REFTEL A).

D. ALLIS-CHALMERS, MILWAUKEE, WISCONSIN.

E. CATERPILLAR OF CHICAGO, IS WILLING TO REVERSE NEGATIVE DECISION IF BULGARS GIVE SOME ASSURANCES EQUIPMENT DISPLAYED WILL BE PURCHASED. EMBASSY WILL MAKE FOLOW-UP ON THIS QUESTION, ASSUMING, HOWEVER, THAT CATERPILLAR BEING APPROACHED DIRECTLY IN US. (REFTEL H).

F. SATE OF ILLINOIS WILL PROVIDE BACK-UP ANDHAS PROMISED TO HELP RECRUIT 3 OR 4 ILLINOIS COMPANIES OF DEERE, UNCLASSIFIED

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CATERPILLAR, OR INTERNATIONAL-HARVESTER WILL BE PRESENT. (REFTEL B).

G. CLARK EQUIPMENT COMPANY. (REFTEL B).

4. FISCHER UNABLE TO FIND ANY OTHER REPRESENTATIVES IN EUROPE FOR COMPANIES LISTED ON ORIGINAL SUGGESTIONS MADE BY EMBASSY SOFIA.

5. COMMENT: WE BELIEVE RECRUITMENT CAMPAIGN IS QUITE SUCCESSFUL IN THAT DEERE AND HESSTON CORPORATION ALONE HAVE AGREED TO TAKE UP TO 300 METERS. WE ALSO ASSUME THAT INTERNATIONAL-HARVESTER WILL AGREE TO TAKE LARGE AMOUNT OF SPACE. HOWEVER, IT SHOULD BE BORNE IN MIND THAT FISCHER WAS URGING FIRMS TO PARTICIPATE ON THE UNDERSTANDING THAT PRICE TO PRIVATE EXHIBITORS WAS TO BE "NOMINAL", I.E. UP TO \$1500. WE UNDERSTAND THAT USDOC NOW CONTEMPLATING \$45 PER SQUARE METER OUTDOOR, \$85 PER SQUARE METER INDOOR (REFTEL E). EVEN IF THIS IS REASONABLE FIGURE FOR SMALL, BOOTH-TYPE EXHIBITS, IT IS EXHORBITANT FIGURE FOR LARGE, BASICALLY UNDEVELOPED SPACE FOR COMPANIES SUCH AS DEERE, HESSTON OR I-H.

6. LAST YEAR, FOR EXAMPLE, TOTAL BILL FOR SPACE RENTAL OF US PAVILION WAS \$26,000. ASSUMING 500 METERS COVERED SPACE AND 900 METERS EXTERIOR AVAILABLE TO EXHIBITORS, WE WOULD (AT CONTEMPLATED CHARGE) REAP \$83,000 IN RENTAL COSTS ALONE. IN ADDITION USIA IS MAKING VERY SIZEABLE CONTRIBUTION TO OVERHEAD COSTS IN ITS BUDGET. POLO DIV IS NEW, UNTESTED MARKET FOR US FIRMS. WHEN THEY MUST ALREADY BEAR LARGE COSTS FOR SHIPMENT OF EQUIPMENT, PERSONNEL, AND OTHER OVERHEAD, IT STRIKES US AS ALMOST IMPOSSIBLE TO ATTRACT THEM IF WE ADD AN ADDITIONAL \$5-10,000 FOR SPACE RENTAL.

7. WHILE EMBASSY BELIEVES IT HAS DONE ITS SHARE TO RECRUIT PARTICIPANTS, MANY OF KEY PROSPECTS DO NOT HAVE OFFICES IN EUROPE AND MUST BE APPROACHED DIRECTLY IN US. BUT IF APRIL 26 DEADLINE IS TO BE MET WE MUST BE ABLE TO TALK SPECIFIC FIGURES WITH PROSPECTIVE FIRMS. WE ARE PREPARED TO SEND PARTICIPATION AGREEMENTS NOW TO DEERE,  
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STAUFFER, HESSTON, FMC AND WORLD-WIDE SIRS, BUT THIS IS NOT POSSIBLE UNTIL PRICES HAVE BEEN AGREED. WE HOPE THAT INTEREST WILL NOT BE DIMINISHED IF "NOMINAL FEE" IS RAISED, BUT RECENT EXPERIENCE IN VIENNA WITH FMC MAY BE BAD OMEN. CHEMICALS DIVISION OF FMC APPROACHED EWTC WITH OBVIOUS INTEREST TO TAKE PART. WHEN (85/45 FIGURE QUOTED, HOWEVER, COMPANY REPRESENTATIVE SEEMED TO BACK OFF AND REFERRED QUESTION TO HIGHER AUTHORITY. WHEN FISCHER ARRIVED VIENNA TO DISCUSS FAIR WITH FMC, APPOINTMENT CANCELLED BY FMC VIENNA OFFICE AND HE WAS INFORMED THAT "OFFICE WILL GET IN TOUCH WITH YOU WHEN POSSIBLE".  
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## Message Attributes

**Automatic Decaptoning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 26 MAR 1974  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
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**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Film Number:** D740064-0821  
**From:** SOFIA  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1974/newtext/t19740314/aaaaamzv.tel  
**Line Count:** 167  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Office:** ACTION EUR  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 4  
**Previous Channel Indicators:**  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** A. BURSSELS 1522; B. BURSSELS 1553;; C. LONDON 03163;  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** garlanwa  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 11 JUL 2002  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <11 JUL 2002 by elbezefj>; APPROVED <11 JUL 2002 by garlanwa>  
**Review Markings:**

Declassified/Released  
US Department of State  
EO Systematic Review  
30 JUN 2005

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** PARTICIPATION PLOVDIV FAIR VIENNA FOR EWTC AND REX  
**TAGS:** BEXP, BU  
**To:** STATE USIA  
**Type:** TE  
**Markings:** Declassified/Released US Department of State EO Systematic Review 30 JUN 2005